

BEFORE
THE PUBLIC SERVICE COMMISSION
OF SOUTH CAROLINA
DOCKET NO. 2017-103-T

**Application of Gamecock Moving, LLC for
a Class E (Household Goods) Certificate of
Public Convenience and Necessity for
Operation of Motor Vehicle Carrier**

**PREFILED DIRECT
TESTIMONY
OF DOMINIC MACIOCE**

Q. Please state your name, employer, and business address.

A. My name is Dominic Macioce. I am the president of Gamecock Moving, LLC
("Gamecock Moving") found at 626 Autumn Circle, Columbia, South Carolina (29206).

Q. Have you appeared before this Commission before?

A. Yes, I testified on behalf of Gamecock Moving in 2017 when it was granted a Class E
Certificate of Public Convenience and Necessity ("CPC&N") allowing it to move household
goods in Richland, Lexington, and Sumter counties.

Q. What is Gamecock Moving requesting in this amended application?

A. We are asking to amend Gamecock Moving's CPC&N so it can serve customers
statewide.

**Q. Is Gamecock Moving, LLC organized to transact business in the State of South
Carolina?**

A. Yes, Gamecock Moving is a South Carolina Limited Liability Company established on
June 3, 2013. A copy of a certificate of good standing was filed Gamecock Moving's original for
Class E authority application, and the company remains in good standing.

Q. How did you become associated with Gamecock Moving?

1 A. I became associated with Gamecock Moving through my employment with company
2 Tiger Moving, LLC ("Tiger Moving"). After proving my work ethic over two years I was
3 approached by my current bosses to open another branch here in Columbia.

4 **Q. What is Tiger Moving, LLC?**

5 A. Tiger Moving is a moving company that provides intrastate household good moving
6 services in the Upstate of South Carolina, specifically to Greenville, Spartanburg and Anderson
7 counties.

8 **Q. What is Gamecock Moving's relationship to Tiger Moving, LLC?**

9 A. They are sister companies. Both Gamecock and Tiger are part of a larger organization of
10 moving companies throughout the southeast. Gamecock was originally established by my current
11 bosses, Steven Gammon and Joey Lewis. After graduating from Kentucky, they originally
12 opened a moving company in Columbia and filed for the certificate of good standing. However,
13 after conducting market research they discovered the Upstate would be a better fit and opened
14 Tiger Moving instead. After proving myself over two years at Tiger, I was offered the
15 opportunity to continue opening Gamecock Moving here in Columbia.

16 **Q. Please describe the services Gamecock Moving provides.**

17 A. Gamecock Moving provides all services associated with moving such as packing,
18 unpacking, and physical labor.

19 **Q. What experience do you have providing these services?**

20 A. I provided all of these services during my two years with Tiger Moving, and I have
21 continued to provide them with Gamecock Moving.

22 **Q. How many employees does Gamecock Moving have?**

23 A. Gamecock Moving is hiring its third employee.

1 **Q. How do you train your employees?**

2 **A.** All employees undergo an orientation process before they work their first shift.
3 Orientation begins with educating employees on topics such as daily operations, behavioral
4 expectations, and how to use the various apps specific to Gamecock. The next stage in
5 orientation educates and trains employees physically. We discuss safe lifting techniques, how to
6 properly pack the truck and general moving tips. Finally, new employees shadow our crews
7 during moves until ready to work.

8 **Q. Does Gamecock Moving own or lease any vehicles?**

9 **A.** Gamecock Moving owns one GMC C6500 truck with a 26,000 lb. capacity.

10 **Q. Is Gamecock Moving insured?**

11 **A.** Yes, I've attached a copy of Gamecock Moving's certificates of cargo and liability
12 insurance to my testimony as Exhibit A.

13 **Q. Has Gamecock Moving been successful since it began operating in the Midlands?**

14 **A.** Yes, we have found a market for our services.

15 **Q. Have there been any complaints against Gamecock Moving with the Office of**
16 **Regulatory Staff?**

17 **A.** No.

18 **Q. Are you asking for any changes to Gamecock Moving's tariff?**

19 **A.** Yes. We are implementing the ability to accept credit cards soon, so we would like to
20 charge a 3% processing fee for every credit/debit card transaction.

21 We also would like to update our pricing for packing materials as follows:

- 22 • Boxes (Small, Medium, Large) = \$2.00 per box
23 • Wardrobe Box = \$15.00 per box

- 1 • Brown Packing Paper (30in x 24in) = \$10.00 per roll
- 2 • Bubble Wrap (12in x 10in) = \$5.00 per roll
- 3 • Tape = \$4.00 per roll

4 Finally, we would like to offer these discounts:

- 5 • A 10% discount to all Palmetto Health employees (only valid with a current
6 employee ID)
- 7 • A 10% discount to all college students currently enrolled in classes (only valid if
8 the student books the job and has a current school ID)
- 9 • A 10% discount for all military personnel (only valid with ID & dependents are
10 excluded from this discount)

11 A copy of the amended tariff is attached to my testimony as Exhibit B.

12 **Q. How will you quote the cost of a move to a customer?**

13 **A.** Gamecock Moving will only provide an estimated cost of a move; not a fixed price. Our
14 quotes are based upon square footage, moving experience and what clients convey they need
15 moved. On-site estimates will be performed if deemed necessary.

16 **Q. Does Gamecock Moving have a bill of lading?**

17 **A.** Yes, it was filed with the Commission when Gamecock Moving applied for its three-
18 county CPC&N.

19 **Q. Will Gamecock Moving provide a bill of lading for each move it conducts?**

20 **A.** Yes.

21 **Q. Why do you believe there is a need for Gamecock Moving's services in South**
22 **Carolina?**

1 **A.** My belief stems from communicating with industry stakeholders. During my moving
2 career I've heard clients discuss previous moves in which movers have stolen items, lied, slept on
3 the job, intentionally damaged property and so forth. Gamecock has been formed to shatter said
4 industry stigmas. We plan to change the perception of movers through our quick and
5 professional service.

6 **Q.** **How does Gamecock Moving reach its customers?**

7 **A.** Our marketing strategy includes a blend of social media advertising, face-to-face
8 interaction, referrals, word of mouth, and review based recommendations. We provide
9 exceptional service that will result in repeat business and excellent word of mouth
10 recommendations. Print advertising will be continually evaluated based upon effectiveness and
11 cost.

12 **Q.** **Is Gamecock Moving financially able to provide service to the public?**

13 **A.** Yes. I've received a loan to assist with initial investments, and also have my personal
14 account to handle any excess debt accrued during the formation process.

15 **Q.** **Are there any outstanding court orders or judgments against Gamecock Moving or**
16 **you, personally?**

17 **A.** No.

18 **Q.** **Are you aware of any complaints filed against Gamecock Moving with the Better**
19 **Business Bureau, the Chamber of Commerce, or any state or municipal court or agency?**

20 **A.** No.

21 **Q.** **Are you familiar with, and do you agree to comply with, the statutes and regulations**
22 **that govern the operation of intrastate household goods movers in South Carolina?**

23 **A.** Yes, and I will comply with them.

1 **Q. Have you published a notice of the amended application?**

2 **A. Yes.** A notice of Gamecock Moving's amended application was published in the *The*
3 *State* newspaper on November 21, 2017.

4 **Q. Does this conclude your testimony?**

5 **A. Yes.**

EXHIBIT A

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You have submitted the following motor carrier insurance filings. Your application will be sent to the corresponding state agency automatically and your account will be billed **\$ 5.50**. If you filed a paper filing, please print out the form now and either mail/fax to the state. Paper filings are not submitted to states via the system.

Insurance Information

Insurance Company Wesco Insurance Company

Authorized Signature

Insurance Agent ID

Form Type

Form E

Reinstate



Certificate of Insurance

Policy Number

WPP1575832

USDOT

Underlying Limit

Amount entered will be multiplied by 1000

Liability Limit

1,000.00

Amount entered will be multiplied by 1000

Effective Date

Aug 14 2017

FMCSA

Motor Carrier Information

Electronic Filing States

South Carolina

Insurer

State MC ID

Legal Name

Gamecock Moving LLC

DBA

Address

626 Autumn Circle #626

City

Columbia

State *

SOUTH CAROLINA

Zip

29206

Country

Notes

Non-electronic Filing States

You have submitted the following motor carrier insurance filings. Your application will be sent to the corresponding state agency automatically and your account will be billed **\$ 5.50**. If you filed a paper filing, please print out the form now and either mail/fax to the state. Paper filings are not submitted to states via the system.

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Insurance Information

Insurance Company	Granite State Insurance Company		
Authorized Signature		Insurance Agent ID	
Form Type	Form H	Reinstate	<input type="checkbox"/>

Certificate of Insurance

Policy Number	059315430	USDOT	
Effective Date	Aug 14 2017	FMCSA	

Motor Carrier Information

Electronic Filing States

South Carolina

Insurer #		State MC ID	
Legal Name	Gamecock Moving LLC		
DBA			
Address	626 Autumn Circle #626		
City	Columbia	State *	SOUTH CAROLINA
Zip	29206	Country	
Notes			

Non-electronic Filing States

You have submitted the following motor carrier insurance filings. Your application will be sent to the corresponding state agency automatically and your account will be billed **\$ 5.50**. If you filed a paper filing, please print out the form now and either mail/fax to the state. Paper filings are not submitted to states via the system.

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EXHIBIT B

**REGULATIONS AND SCHEDULE OF CHARGES APPLICABLE TO
CERTAIN INTRASTATE HOUSEHOLD GOODS MOVES WITHIN THE
STATE OF SOUTH CAROLINA**

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Applicability of Tariff

This tariff contains the regulations and rates applicable to the provision of intrastate household goods moved by Gamecock Moving, LLC. These services are furnished between points and places in Lexington, Richland, and Sumter counties.

SECTION 1**1.0 Transportation Charges**

Transportation Charges include the hourly rates as listed below.

1.1 Hourly Rates and Charges

Moves will be conducted on a “straight time” basis, with a minimum hourly charge as set out below, plus actual travel time. The clock starts at the appropriate hourly rate when the movers arrive at the client’s house. The clock stops once the truck is completely emptied. Time is calculated to the minute.

<u>Number of Movers</u>	<u>Weekdays</u>	<u>Weekends (Friday-Sunday)</u>
Two Men and a Truck	\$90.00	\$100.00
Three Men and a Truck	\$120.00	\$130.00
Four Men and a Truck	\$150.00	\$160.00

*** Any additional movers(s) will constitute an additional \$30.00 per hour.**

****There is a two-hour minimum. Jobs that take less than 2 hours to complete will still be charged for 2 hours of labor.**

Pricing for Packing Materials:

Boxes (Small, Medium, Large) = \$2.00 per box;
Wardrobe Box = \$15.00 per box;
Brown Packing Paper (30in x 24in) = \$10.00 per roll;
Bubble Wrap (12in x 10in) = \$5.00 per roll;
Tape = \$4.00 per roll

Two Trucks Hourly Rate: Starts @ \$200.00/hr., minimum of 4 persons. Each additional mover will be an additional \$30.00 an hour, and each additional truck will be an additional \$50.00 an hour.

Travel fees will be calculated based upon the distance in miles from our truck lot to the client’s address, the end destination, and back to our truck lot. Example:

- 1.5 x total miles = Travel fee for truck jobs.
- .75 x total miles = Travel for non-truck jobs.

Overnight Storage Fees: \$150.00 per night, per truck. Packing/unpacking jobs will follow the one truck hourly rate as listed above.

Credit Card Fees: There will be a 3% processing fee added to every credit/debit card transaction.

Discounts:

- 10% discount to all Palmetto Health employees (only valid with a current employee ID);

- 10% discount to all college students currently enrolled in classes (only valid if the student books the job and has a current school ID); and

- 10% discount for all military personnel (only valid with ID & dependents are excluded from this discount).

Additional Fees: Additional fees are charged to move heavier items weighing more than 300lbs, such as gun safes and pianos. (\$100 per gun safe/piano).

Other: Gamecock Moving, LLC may refuse to move certain items, such as grand pianos, pool tables, and other items weighing over 600lbs, if they pose a high risk of injury or liability.

SECTION 2

2.0 ADDITIONAL SERVICES

The following charges shall be assessed in addition to the hourly rates quoted in Section 1 of this tariff, in connection with a move involving additional items:

2.1 Elevator or Stair Carry

Gamecock Moving, LLC. does not charge an additional fee for elevator or stair carry, except as specified in Section 2.1 above.

2.2 Excessive Distance or Long Carry Charges

Gamecock Moving, LLC. does not charge an additional fee for carrying articles an excessive distance to or from the motor vehicle.

2.3 Pick Up and Delivery

Gamecock Moving, LLC. does not charge an additional fee for making additional pick-ups or deliveries after the initial stop.

2.4 Packing and Unpacking

Date Proposed:

Effective Date: _____

2.4.1 Gamecock Moving, LLC. does not charge an additional fee for packing and unpacking. The packing rate is the same as the hourly rate ~~listed in Section 1.1,~~ **plus the price of packing materials, as listed in Section 1.1.**

2.4.2 Gamecock Moving, LLC. is not responsible for items packed by the customer. Boxes containing fragile or breakable items must be properly labeled. Gamecock Moving, LLC. reserves the right to decline any moves consisting of extremely large or fragile items.

2.5 Articles, Special Servicing

The rates and charges in this tariff do not include servicing or connection of appliances such as freezers, refrigerators, computer equipment, washers, dryers, televisions, and similar articles.

2.6 Waiting Time

The customer is charged the rates specified in Section 1 for all waiting time or delays which are not the fault of Gamecock Moving, LLC.

SECTION 3

3.0 RULES AND REGULATIONS

3.1 Claims

- 3.1.1** All claims for loss, damage or overcharge must be written and should be attached to the Bill of Lading.
- 3.1.2** Claimant must notify carrier of all claims for concealed damage within 30 days of the move. Gamecock Moving, LLC. must be given reasonable opportunity to inspect damaged items.
- 3.1.3** Although our movers will be careful with your possessions, from time to time damages may occur. If damages are caused by our service, Gamecock Moving, LLC. reserves the right to repair the damage(s) in question. If we determine that damages cannot be repaired, we reserve the right to either replace or compensate (actual cash value) for the damage. If there is damage, notify Gamecock Moving, LLC. immediately. They will complete a Damage Report before they leave your site. If you discover damage after the move, call the office within 30 days of your move. No damage claims will be honored until the charges for moving services are paid in full. You will be asked to sign a Release of Liability acknowledging this.

- .1.4** In consideration of the rate charged it is mutually agreed and understood that the liability of Gamecock Moving, LLC. with respect to loss and/or damage of the consigned goods is limited to 60c per pound. Gamecock Moving, LLC. shall not be liable in any event for any special or consequential damages including but not limited to loss of profits, income utility or market whether or not Gamecock Moving, LLC. had knowledge that such damage might be incurred.

3.2 Computing Charges

Gamecock Moving, LLC. rates are computed by multiplying the applicable hourly rate by the time as provided in Section 1.

3.3 Governing Publications

Gamecock Moving, LLC. rates and charges are governed by the terms and conditions of this tariff, and the Rules and Regulations of the South Carolina Public Service Commission.

3.4 Items of Particular Value

Gamecock Moving, LLC. does not assume any liability whatsoever for documents, currency, credit cards, jewelry, watches, precious stones or articles of extraordinary value including accounts, bills, deeds, evidences of debt, securities, notes, postage stamps, stamp collections, trading stamps, revenue stamps, letters or packets of letters, alcoholic beverages, firearms, coin collections, articles of peculiarly inherent or intrinsic value, precious metals or articles manufactured there from. Gamecock Moving, LLC. will not accept responsibility for safe delivery of such articles if they come into Gamecock Moving, LLC.'s possession with or without Gamecock Moving, LLC.'s knowledge.

3.5 Bill of Lading, Contract Terms, and Conditions

Each customer will be provided with a copy of Gamecock Moving, LLC.'s Bill of Lading. The terms and conditions of the Bill of Lading, attached hereto, are hereby incorporated by reference.

3.6 Delays

Gamecock Moving, LLC. shall not be liable for any delays in transporting household goods resulting from an act of God or fault or neglect of any unforeseen entities.